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ABSTRACT

During the fall of 1993, the Placement and Career Information Center (PCIC) at Central Michigan University undertook a self-assessment to determine user satisfaction with and need for services. Data were collected from students, faculty, and employer users. Results indicated that students were generally satisfied with how they were treated and would recommend the Center to others; however, they were unaware of many services available and didn't realize the importance of early career planning. Faculty recommended students to the Center, generally considering it a valuable resource, but did not believe that PCIC staff were the best people to make contacts for students concerning employment. Faculty also expressed a need for more information about the Center's services and a desire to establish better relationships with the Center. Implementation of career services software such as SIGI and Discover was suggested. The six employers surveyed were all satisfied with the Center's services. The results suggest that outreach is needed to inform students and faculty about available services, in particular targeting incoming students, and that students' parents should be targeted for education. PCIC should explore computerized career counseling software and computer technologies allowing access from several campus locations. In general, campus-wide communication and education about PCIC service and career development issues should be prioritized. Self-assessment should be periodically repeated. (Author/CC)

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ED 372 307

Placement and Career Information Center : Student, Faculty and Employer Awareness of, Satisfaction with, and Needs for, Placement and Career Services

March 1994

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

Placement and Career Information Center : Student, Faculty and Employer Awareness of, Satisfaction with, and Needs for, Placement and Career Services[1]

Executive Summary[2]

During Fall 1993 the Placement and Career Information Center at Central Michigan University undertook a self-assessment to determine student, faculty and employer satisfaction with and need for services. Data was collected from students via five focus groups (n=41), a user survey (n=30), and a survey sent to a sample of currently enrolled students (552 responded). All faculty were also surveyed (227 responded) as were all employer users of services during the time the study was conducted (n=6).

Student users were generally satisfied with how they were treated by staff and would recommend the center to a friend. In general, students were unaware of many of the services offered by the PCIC and did not realize that it was important and appropriate to seek PCIC assistance early in one's student career. Students endorsed the use of computers and new technologies for service delivery as well as the offering of Center services in additional campus locations (Residence Halls, Park Library and the Bovee University Center). PCIC maintaining some early evening and weekend hours was considered important by many respondents.

Faculty tended to recommend and refer students to the center and thought it was a valuable resource. However, faculty respondents did not believe that Center staff were the "best" people to make contacts for students for permanent jobs, co-op opportunities or internships. Four themes were evident in faculty comments and suggestions: 1) a need for more information about the Center's services, 2) a desire on the part of faculty respondents to establish better relationships with the Center, 3) several suggestions for specific services such as SIGI and Discover, and 4) an awareness of and appreciation for the Career View Mirror.

Six employers used Center services while this study was conducted. All were very satisfied.

[1]Prepared by: Gary A. Adams, Ross J. Rapaport, Julia Barlow Sherlock, Joellyn S. Malmquist, Tina C. Elacqua, and Rosemary Stanek-DiNello. Division of Student Affairs, Central Michigan University.

[2]A detailed report of this project is available upon request. Please address requests to Julia Barlow Sherlock, Director, Placement and Career Information Center, Central Michigan University, Mt. Pleasant, MI 48859.

SELECTED RESULTS AT A GLANCE

STUDENTS

1,825 surveys were mailed to main campus students, 551 (30%) were returned.

Many students believed the PCIC was a good place to go for help in choosing a career (51%), to learn how to get a job (46%), to find a job (40%), and to find out about a job (37%).

Of the students who returned the mailed survey and had used PCIC services, 64% were satisfied, 80% would recommend the PCIC to a friend, 71% felt welcomed by reception staff, 80% felt the reception staff was courteous.

Overall, students (80%) wanted more information about the center, and 69% knew where the center was located. Familiarity with specific services offered by the center ranged from a low of 7% to a high of 28%.

Students typically thought the PCIC should be open during weekdays (72%), while some thought the Center should be open on Saturdays (42%) and Sundays (15%). Afternoon (69%), morning (56%) and early evening between 5-7 p.m. (53%) hours were endorsed.

Most respondents thought it was desirable to use computer technologies in service delivery, while many thought it was desirable to offer services in Park Library (65%), the Bovee University Center (50%) and in Residence Halls (40%).

Students use many sources to gather information about choosing a career and finding a job. These sources include: friends, family, major/minor advisors, other faculty, housing staff, academic advisors, orientation staff and others.

Thirty students completed a brief questionnaire immediately after using center services. They thought that, except for credential files and the Employer Fair for which they were undecided, all services received were helpful or very helpful. (These services included the Career Resource Center, Vacancy Bulletin, Career Workshop, job seeking skills assistance, Michigan Occupational Information System (MOIS), Career Directory, Employer Directory, College Catalogues and Employer Referral.)

The results of 5 student focus groups showed a general lack of awareness of center services. Students also did not realize that it was important and appropriate to seek PCIC assistance early in one's student career.

FACULTY

800 surveys were mailed to main campus faculty, 227 (28%) were returned.

Many faculty recommended that students use PCIC services (84%), referred students to the Center (79%) and thought that the Center was a valuable resource for students (73%). Some (31%) were confident of their knowledge of center services, while only 25% thought the Career Library maintained up to date information.

Faculty refer students to the center for information on permanent jobs (66%), to use the Career Library (66%), for information on occupations possible given a specified major (59%), for job interview skills training (52%) and to participate in mock interviews (48%). Fewer faculty refer students for information on internships (23%), graduate school information (19%) or co-op opportunities (10%).

Faculty comments indicated a need for more information about Center services and a desire to establish better relations with the Center's staff. Faculty did not believe that Center staff were the "best" people to make contacts for students for permanent jobs, co-op opportunities or internships.

EMPLOYERS

All (n=6) of the surveyed employers engaging in on-campus recruiting while this study was conducted thought the staff was courteous, rated the reception and professional staff as good or excellent, thought that appointments were appropriately scheduled, and rated the waiting area and interview rooms as good or excellent.

SELECTED CONCLUSIONS / RECOMMENDATIONS

Many students and faculty at Central Michigan University are unaware of all of the services offered by the Placement and Career Information Center. Most students did not know that it was to their benefit to use Center services early in their student career.

Computer technologies and additional alternative locations for service delivery are supported by many students. Computerized career counseling software (SIGI and Discover) was also suggested by some faculty.

There is a need for faculty and Center staff to communicate more, coordinate their efforts on behalf of students, and identify the areas where coordination and cooperation are necessary.

Placement and Career Information services will be enhanced cooperating with and assisting the many sources which students use to gather information about choosing a career and finding employment.

Most student users of the PCIC are satisfied and were positive regarding their experiences, however a significant percentage were less than satisfied.

Placement and Career Information Center :
Student, Faculty and Employer Awareness of, Satisfaction with, and Needs for, Placement and Career Services

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Faculty tended to recommend and refer students to the center and thought it was a valuable resource. However, faculty respondents did not believe that Center staff were the "best" people to make contacts for students for permanent jobs, co-op opportunities or internships. Four themes were evident in faculty comments and suggestions: 1) a need for more information about the Center's services, 2) a desire on the part of faculty respondents to establish better relationships with the Center, 3) several suggestions for specific services such as SIGI and Discover, and 4) an awareness of and appreciation for the Career View Mirror.

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Many students and faculty at Central Michigan University are unaware of all of the services offered by the Placement and Career Information Center. Most students did not know that it was to their benefit to use Center services early in their student career.

Computer technologies and additional alternative locations for service delivery are supported by many students. Computerized career counseling software (SIGI and Discover) was also suggested by some faculty.

There is a need for faculty and Center staff to communicate more, coordinate their efforts on behalf of students, and identify the areas where coordination and cooperation are necessary.

Placement and Career Information services will be enhanced cooperating with and assisting the many sources which students use to gather information about choosing a career and finding employment.

Most student users of the PCIC are satisfied and were positive regarding their experiences, however a significant percentage were less than satisfied.

Introduction

Two important aspects of a university education are the exploration of career interests, and the attainment of meaningful employment upon graduation. At Central Michigan University, the leading agency charged with providing students with services in these two areas is the Placement and Career Information Center. Currently, the Placement and Career Information Center provides a variety of services to meet the needs of students in these areas. In the area of career exploration the Placement and Career Information Center has established a Career Resource Center which offers information related to occupational opportunities at the state, national and international levels. In the area of employment the Placement and Career Information Center provides training and workshops to provide students with skills in the areas of job search, resume writing and interviewing skills. They also publish a listing of job vacancies, provide opportunities for on-campus employment interviews and an employer referral service.

Over the years the services provided by the Placement and Career Information Center have served our students well. However, several recent trends have created a need to examine the types of services offered and the model on which the delivery of these services is based. These trends include: 1) changes in the job market and employer hiring practices, 2) changes in student demographics and needs, and 3) development of more sophisticated service delivery models and methodologies. In an effort to address these trends the Placement and Career Information Center has engaged in a detailed self assessment.

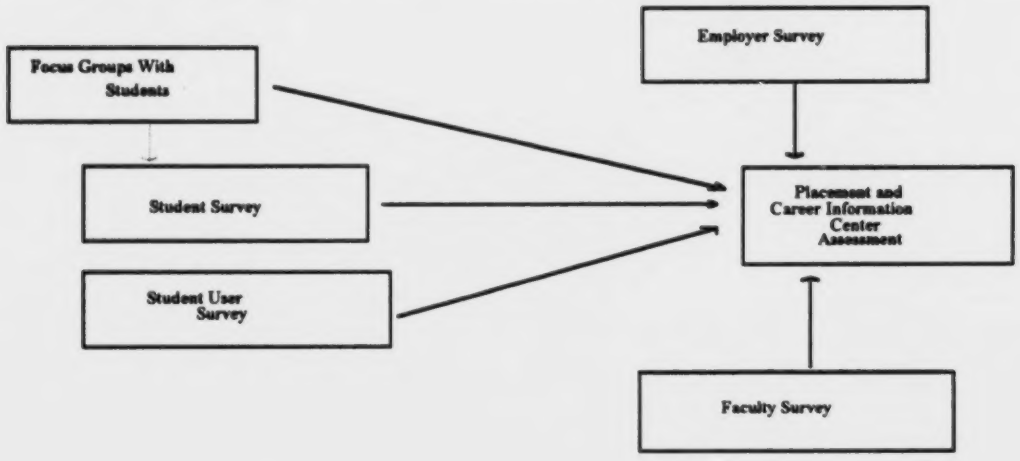
The purpose of this report is to summarize the Placement and Career Information Center's self-assessment. In the section which immediately follows, a brief overview of the assessment strategy is presented. Next, the methods used to collect the information on which the assessment is based are described. Included in this description is information regarding sampling procedures and response rates. Following this, the results of the

assessment are presented. Finally, a series of recommendations are offered. Additionally, extensive appendices provide technical details which supplement the text of this report.

Overview of the Placement and Career Information Center Assessment Strategy

The Placement and Career Information Center assessment is based on information obtained from the center's three main constituencies: 1) Students, 2) Faculty, and 3) Employers. To obtain information from these constituencies a variety of data collection methods were employed. Information from students was obtained by using three data collection methods. These consisted of a mailed survey, a series of focus groups with student subgroups, and a survey of students using the Placement and Career Information Center's services. To obtain information from faculty a mailed survey was used. This survey was designed to collect both quantitative and qualitative information (in the form of comments) from faculty members. To obtain information from employers a survey was distributed to employers using the center to recruit potential employees during the Fall semester of 1993. This mix of data sources and data collection methods provided a rich set of information on which to base the Placement and Career Information Center assessment (see Figure 1).

Figure 1. Placement and Career Information Center Information Collection Plan.



Methods of Information Collection

Information from Students

Student Survey. The student survey consisted of 137 questions designed to tap student awareness, satisfaction and needs (see Appendix A.). The survey was distributed to a stratified random sample of 1825 students living both on and off campus. Due to the likelihood of differential response rates the number of surveys mailed to students residing off-campus (1,290) is larger than the number distributed to those residing on-campus (535). Additionally, to ensure an adequate number of minority student respondents this group was purposefully over-sampled. Overall, the survey collected information from 551 students (249 on-campus; 302 off-campus). This number represents 3% of the population of students at CMU (overall response rate = 30%). A detailed breakdown of sampling procedures and response rates is shown in Table 1. The relevant characteristics of those students responding to the student survey are listed in Table 2.

Table 1. Sampling and Response Rates for the Student Survey (n=551 or 3% of CMU Students).

Group	Population	Nr and % Sampled[2]	% of Total Sample	Response Rate
Residence Hall	5,600 (35%)	371 (7%)	20%	209 (56%)
University Apts.	400 (3%)	120 (30%)	6%	40 (33%)
Off-Campus	10,000 (62%)	1,290 (13%)	71%	302 (23%)
SUBTOTAL	16,000	1,781 (11%)	--	
Minorities	800 (5%)	44 (5%)	2%	See note 1
TOTAL	--	1,825 (11.4%)		551 (30%)

[1] 7% of the total sample obtained consisted of minority students.

[2] Students living in Residence Halls who were included in the sample were randomly selected by Resident Assistants. Additional minority students were selected for inclusion in the sample by Minority Assistants who live in Residence Halls.

Table 2. Important Characteristics of Students Responding to the Student Survey.

Student Characteristic	Nr / % included in Sample
Gender	
Males	199/36%
Females	352/63%
Age	
Under 17 yrs old	4/.7%
17 to 24 yrs old	466/85%
25 to 29 yrs old	31/5.6%
30 to 34 yrs old	15/2.7%
35 to 39 yrs old	14/2.5%
40 to 49 yrs old	18/3.3%
Over 49 yrs old	3/.5%
Class Standing	
Freshman	69/12.5%
Sophomore	101/18.3%
Junior	146/ 26.5%
Senior	168/ 30.5%
Graduate	59/10.7%
Alumni	6/1.1%
Ethnicity	
Hispanic	4/.7%
African American	23/4.2%
White	508/92.2%
Asian/Pacific Islander	8/1.5%
Native American / Alaskan Native	6/1.1%
Marital Status	
Married	62/11.3%
Single	457/83%
Divorced	12/2.2%
Widowed	2/.4%
Living as married	16/2.9%
Place of Residence	
Off-Campus < 25 miles	261/47%
Off-Campus > 25 miles	41/7%
Residence Hall	209/38%
Other University Housing	40/7%
College Offering Major	
Arts and Sciences	172/33%
Business Administration	98/19%
Education, Health and Human Services	222/40%
Undecided	25/5%

Student Focus Groups. A series of five focus groups were conducted with various student groups (see Appendix B.). The purpose of these focus groups was to collect qualitative information on student perceptions regarding the Placement and Career Information Center and to determine student needs for placement and career services. The number and type of students participating in the focus groups is detailed in Table 3.

Table 3. Number and Type of Students Participating in Focus Groups.

Group	Nr. of Students	Gender
Freshman / Sophomore	5	2 Male/ 3 Female
Junior / Senior	8	4 Male/4 Female
Non-Traditional	13	5 Male/8 Female
Minority	5	1 Male/4 Female
Student Leaders	10	5 Male/5 Female
TOTAL	41	17 Male/ 24 Female

Student Users. A survey designed to measure student perceptions of the services they received was distributed to students using the Placement and Career Information Center during the Fall semester (see Appendix C.). Collecting information from students immediately after they receive services is based on the rationale that this information will, 1) reflect the current status of the Placement and Career Information Center, and 2) be less prone to retrospective bias and provide insight into the students experience while it is still salient. Thirty students completed this survey.

Information from Faculty

The faculty survey consisted of 26 questions designed to assess three areas regarding the Placement and Career Information Center: 1) the degree to which faculty refer students, 2) faculty experiences and perceptions, and 3) suggestions for improvement (see Appendix D.). Eight-hundred surveys were distributed to Central Michigan

University faculty members and 227 (28%) were returned. Faculty responding represented 35 different academic departments. Other relevant characteristics of the faculty participants is presented in Table 4 below.

Table 4. Relevant Characteristics of Faculty Responding to Survey.

Characteristic	Nr / % Represented
Gender	
Male	151/66.5%
Female	65/28.6%
Ethnicity	
Hispanic	0/0
African American	9/4.2%
White	194/85.5%
Asian / Pacific Islander	7/3.1%
Native American/ Alaskan Native	1/.4%
Other	4/1.8%
Rank	
Instructor	15/6.6%
Assistant Professor	54/23.8%
Associate Professor	59/26%
Professor	91/40.1%

Information from Employers

Employers conducting recruitment activities at the Placement and Career Information Center were given a 10-item questionnaire (see Appendix E.). This questionnaire asked the employers to rate the staff and facilities of the Placement and Career Information Center. Information was collected from 6 employers.

Results

Student Satisfaction, Awareness, and Needs

Student Satisfaction. Student survey respondents tended to believe that the PCIC was a good place to go for help choosing a career (51%), to learn how to get a job (46%), to find a job (40%) and find out about internships (37%). Of those students who had used the PCIC (30%) the year of first use was: 22% when freshmen, 22% when sophomores, 25% when juniors, 24% when seniors and 5% when alumni. Mailed survey student users were typically satisfied with the overall service they had received (64%) and 80% said they would recommend the Center to a friend. The majority of these students felt welcomed by the reception staff (71%), felt the reception staff was courteous (80%), found the waiting area comfortable (76%), and felt their needs were met in a timely manner (67%). They also thought the Center was helpful or very helpful for exploring their career interests (61%) and finding jobs (54%), and thought their PCIC advisor was helpful (72%).

Thirty students completed a brief questionnaire assessing the helpfulness of the service they received immediately following their use of PCIC services (see Figure 2). Five point Likert-type items were used (1=not at all helpful, 2=a little helpful, 3=undecided, 4= helpful, 5=very helpful). Average helpfulness rating were as follows: Career Resource Center (M=4.0, SD=1.0), Vacancy Bulletin (M=4.08, SD=.86), Internship/Co-op (M=2.0, SD=.26), Interview (M=4.57, SD=.51), Credential Files (M=3.0, SD=.89), Career Workshop (M= 4.57, SD=.54), Job Seeking Skills (M=4.0, SD=0.0), Michigan Occupational Information System (MOIS) (M=4.33, SD=.52), Career Directory (M=3.8, SD=.79), Employer Directory (M=3.91, SD=.94), College Catalogue (M=3.75, SD=.96), Employer Fair (M=3.33, SD=1.2), Employer Referral (M= 3.83, SD=.98).

Student Awareness. Mailed survey respondents tended to know where the PCIC was located (69%) and 80% agreed with the statement "I would like more information about the Placement and Career Information Center." Familiarity with specific services

offered by the center ranged from a low of 7% (video taped workshops) to a high of 28% (Career Resource Center) indicating a significant lack of student awareness of services (see Figure 3). Students received information about the center from a variety of sources (e.g. 36% Orientation, 35% CMU Bulletin, 35% brochures in the mail, 32% from PCIC, 30% friends, 30% CM Life, 28% bulletin boards, 26% Academic Advisor, 21% Professor-not advisor, 19% Residence Hall Staff, 17% major/minor advisor). These results are presented graphically in Figure 4.

Respondents tended to receive information about job opportunities from friends (57%) and parents/family (53%), while many received this information from other sources (e.g. 36% major/minor advisor, 35% professor-not advisor, 22% PCIC, 21% student organization, 17% Academic Advisor, 16% Orientation, 13% Residence Hall Staff). These results are presented graphically in Figure 5. Respondents indicated they used a variety of information sources concerning choosing a career: 64% friends, 62% parents/family, 48% major/minor advisor, 43% Orientation, 36% Academic Advisor, 36% Professor-not advisor, 23% student organization, 21% PCIC, 18% Residence Hall Staff, 12% Admissions Office, 11% Counseling Center. These results are presented graphically in Figure 6.

Student Needs. Mailed survey respondents typically thought the PCIC should be open during weekdays (72%) while some thought the Center should be open on Saturdays (42%) and Sundays (15%) (see Figure 7). Hours of operation desired were: 1-5p.m. (69%), 8a.m.-12 noon (55%), 5-7p.m. (53%), 12 noon-1p.m. (50%), 7-10p.m. (27%), and 7-8a.m. (15%) (see Figure 8). Respondents thought it was important the PCIC offer computerized career search (69%), mail-in registration (64%), computer registration (62%), computer lab access (61%), and computer access from one's home (56%) (see Figure 9). Many respondents thought it was important that the PCIC offer services in Park Library (65%), the Bovee University Center (50%), computer labs (46%) and

Residence Halls (40%). Fewer thought services should be offered at the Student Activity Center (24%) (see Figure 10).

Results of the student focus groups were generally consistent with survey results. These students indicated a general lack of awareness of center services and did not realize that it was important and appropriate to seek PCIC assistance early in one's student career.

Faculty Attitudes Toward the Placement and Career Information Center

CMU faculty were asked about their attitudes toward the PCIC, whether they refer students to the center and if they or their department maintained placement information. Faculty respondents refer students to the center for information on permanent jobs (66%), to use the Career Library (66%), for information on occupations possible given a specific major (59%), for job interview skills training (52%) and to participate in mock interviews (48%). Fewer faculty refer students for information on internships (23%), graduate school information (19%) or co-op opportunities (10%). These results are presented graphically in Figure 11.

Many faculty members recommended that students use PCIC services (84%), actually referred students to the center (79%) and thought that the PCIC was a valuable resource for students (73%). Some (47%) reported an actual positive experience with the center, 31% were confident of their knowledge of center services, while only 25% thought the Career Library maintained up to date information (see Figure 12). Fewer faculty respondents thought that PCIC staff were the "best" people to make contacts concerning permanent jobs (19%), co-op opportunities (11%) or internships (11%). Interestingly, a significant number of academic departments (46% of the departments represented by survey respondents) and faculty (40%) maintained their own placement information (see Figure 13).

Faculty were also asked for their comments and suggestions. Four themes were found in these comments: 1) a need for more information about the Center's services, 2) a desire on the part of faculty to establish better relations with the Center, and 3) several suggestions for services such as SIGI and Discover, and 4) awareness of and appreciation for the Career View Mirror.

Employer Satisfaction with Center Staff and Facilities

All (n=6) of the surveyed employers engaging in on-campus recruiting thought the staff was courteous, rated the reception and professional staff as good or excellent and thought that appointments were appropriately scheduled. They also rated the waiting area and interview rooms as good or excellent.

Conclusions and Recommendations

The PCIC has conducted a rather extensive and detailed self assessment. The results of this self-assessment suggest that most student, faculty and employer users of PCIC services are generally satisfied. The results also suggest areas that could be improved. The PCIC needs to continue to determine what types of services these different constituencies need and want.

Many students and faculty at Central Michigan University are unaware of all of the services offered by the PCIC. Most students did not know that it was to their benefit to use Center services early in their student career. PCIC is encouraged to develop various outreach activities specific to identified target audiences to inform students, faculty and others of the developmentally appropriate use of Center services.

We recommend that the PCIC begin a full scale effort to educate incoming students about the importance of using PCIC services throughout their student career thus creating an enhanced demand for PCIC services.

Since students obtain considerable career and job information from parents and family, we suggest that the PCIC consider systematically targeting parents for education about PCIC services and appropriate career development information (e.g. through Parent Orientation, a parent newsletter, etc.). Encourage parents to discuss career issues with their students.

Computer technologies and additional alternative locations for service delivery are supported by many students. Computerized career counseling software (SIGI and Discover) was also suggested by some faculty. PCIC is encouraged to explore new technologies to both bolster existing programs and as a way of cost-effectively establishing outreach activities (e.g. providing a computerized career exploration program from Park Library, accessing the MOIS or other self-assessment and information data bases through the main frame computer or through residence hall and other computer laboratories, using channel 34 to advertise programs and services, etc.).

There is a need for faculty and Center staff to communicate more effectively, to coordinate their efforts on behalf of students, to clarify departmental and Center roles and responsibilities, and to identify the areas where coordination and cooperation are necessary. Faculty and staff need to be educated about all the services offered by the PCIC.

Placement and Career Information services will be enhanced by cooperating with and assisting the many sources which students already use to gather information about

choosing a career and finding employment. The PCIC needs to develop strategies to systematically educate, about PCIC services and career development issues, academic advisors, counselors, parents, family, alumni, residence hall staff and others as would be appropriate to their function and relationship to students.

The CAP (Counseling, Advising and Placement) group should be reinstated.

Consider bringing PCIC services to students by offering services at Park Library, at selected residence halls (like currently being done by the Academic Advisors in the Southwest Quad), at the Bovee University Center, etc.

Service evaluation and "customer" satisfaction should be assessed regularly.

We recommend that this report be read and discussed by the PCIC staff and used, along with other relevant information, for department discussion of future directions, needed changes and for planning targeted and specific service delivery.

Figure 2. How helpful was each of the following services?

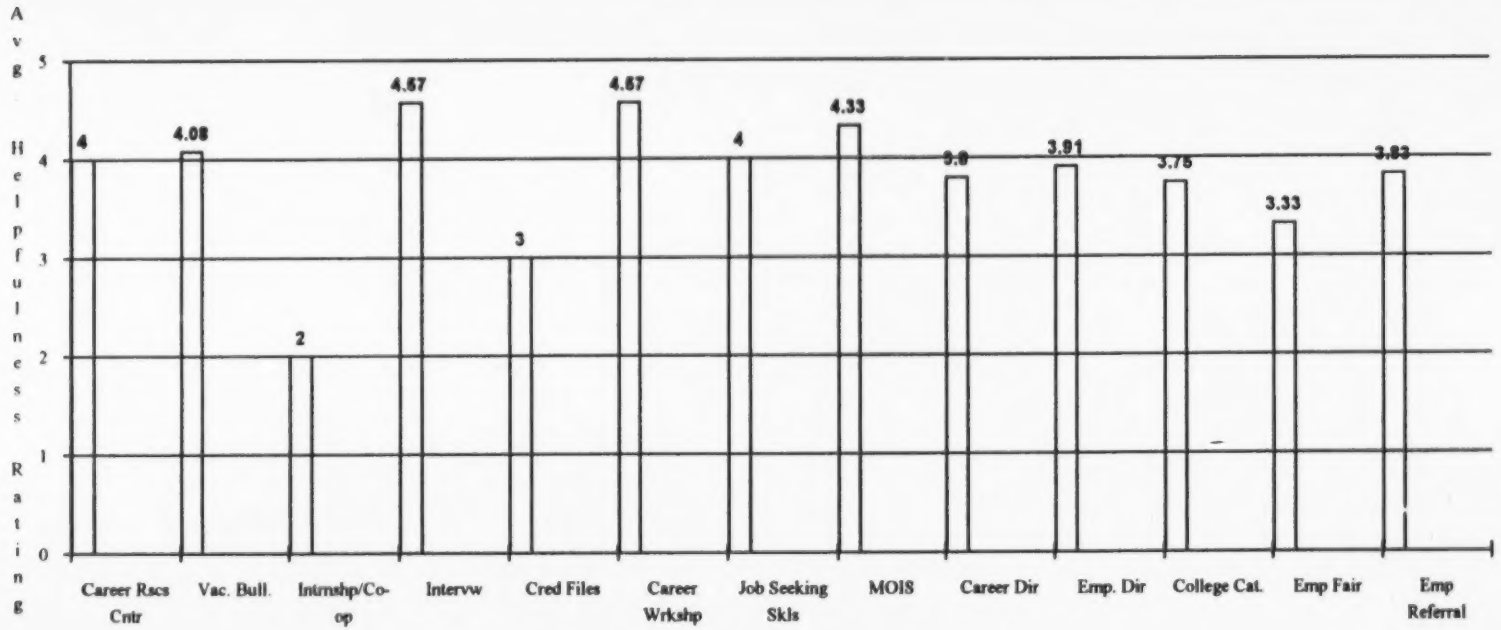
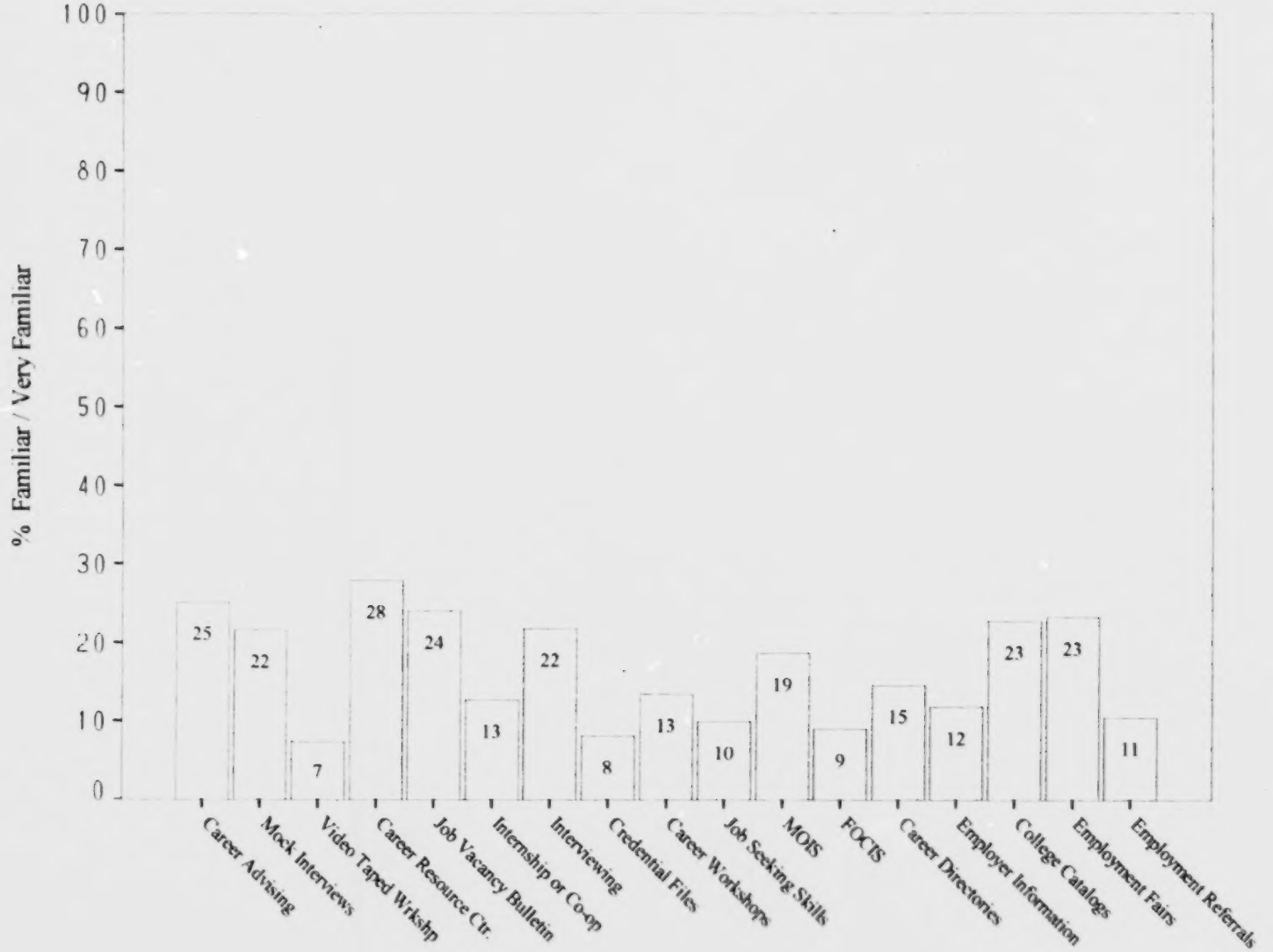
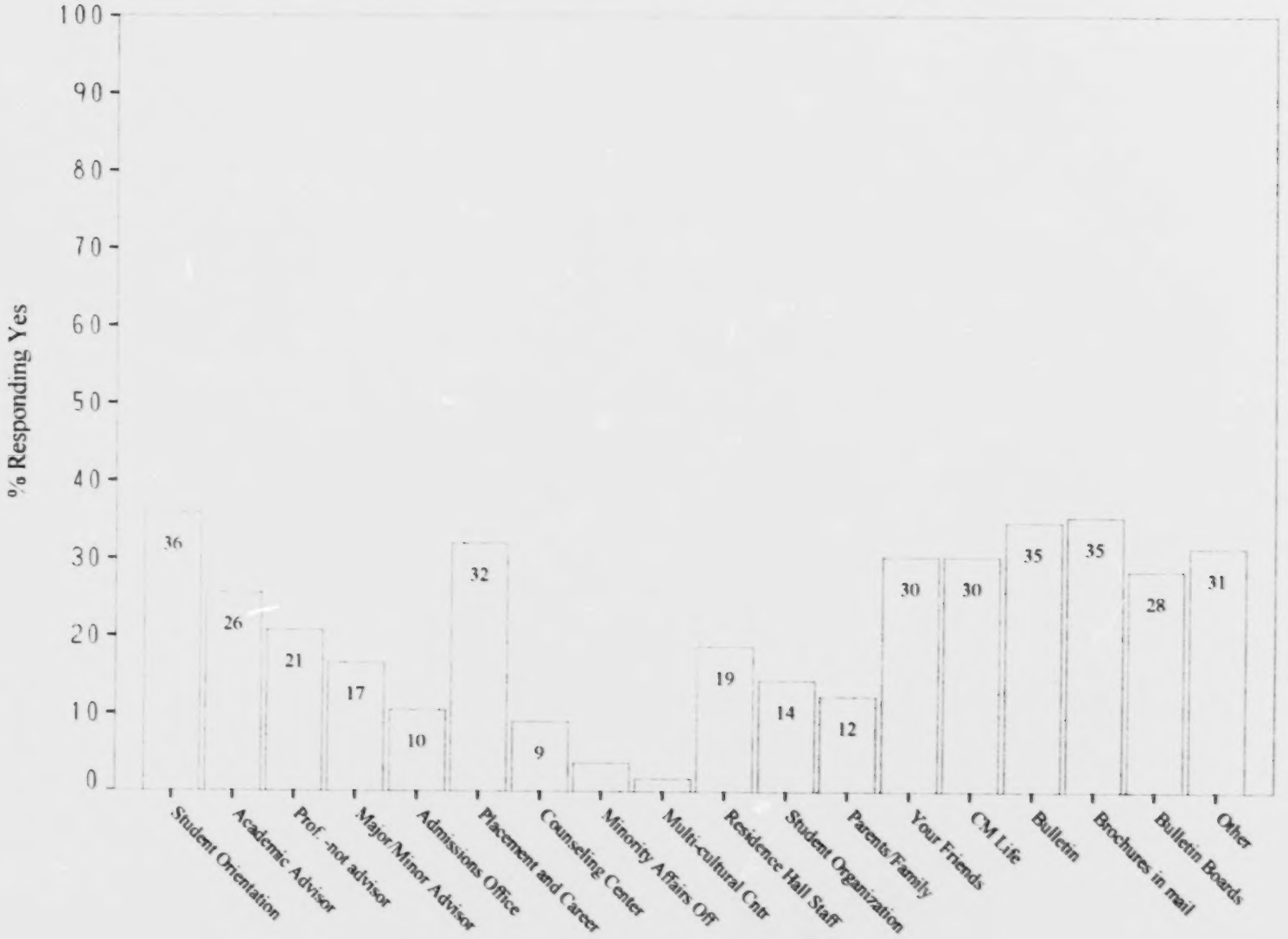


Fig. 3: How familiar are you with...



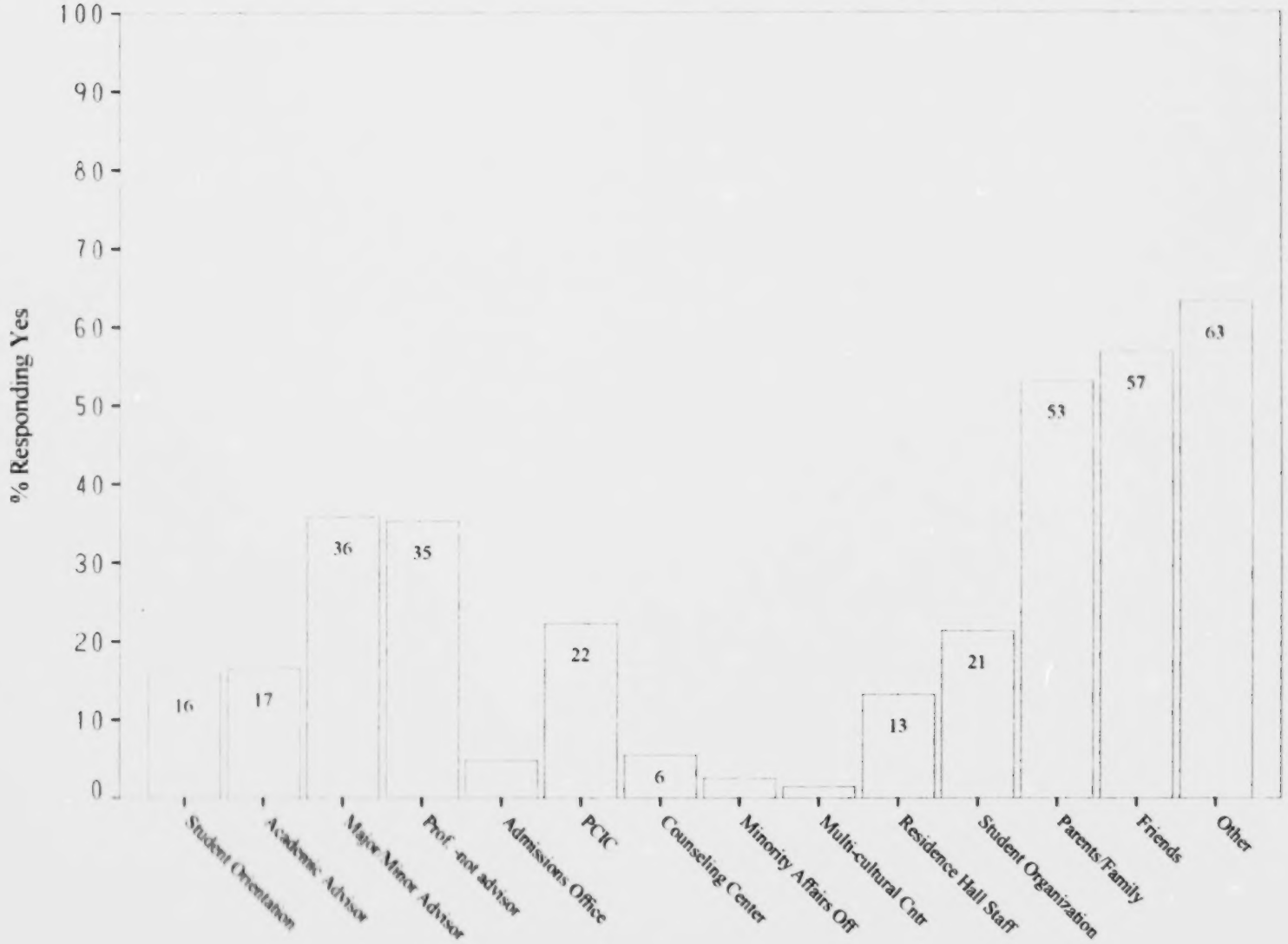
1993/94 PCIC Student Survey (n=551)

Fig. 4: Have you received information about the PCIC from...



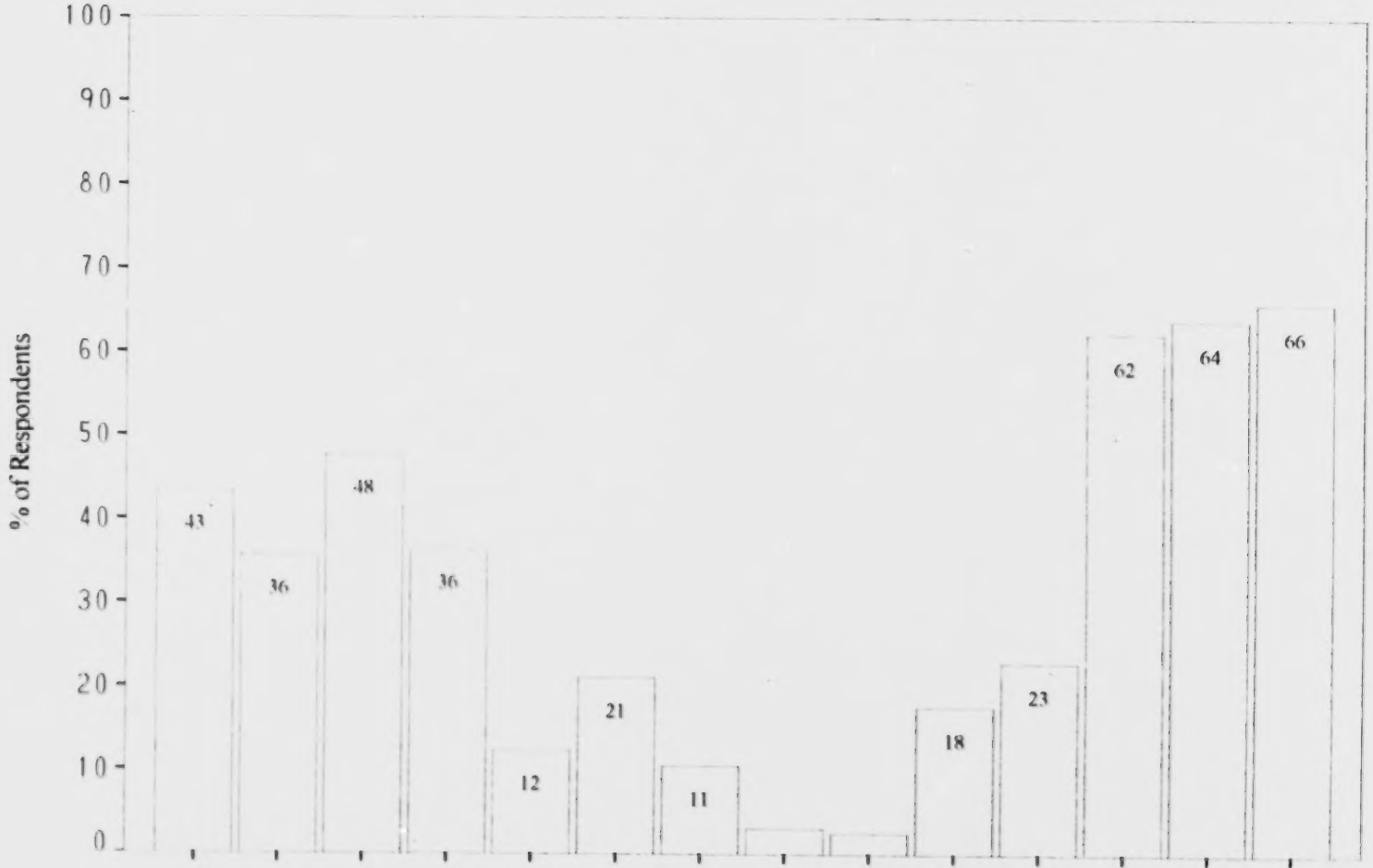
1993/94 PCIC Student Survey (n=551)

Fig. 5: Have you received information about job opportunities from...



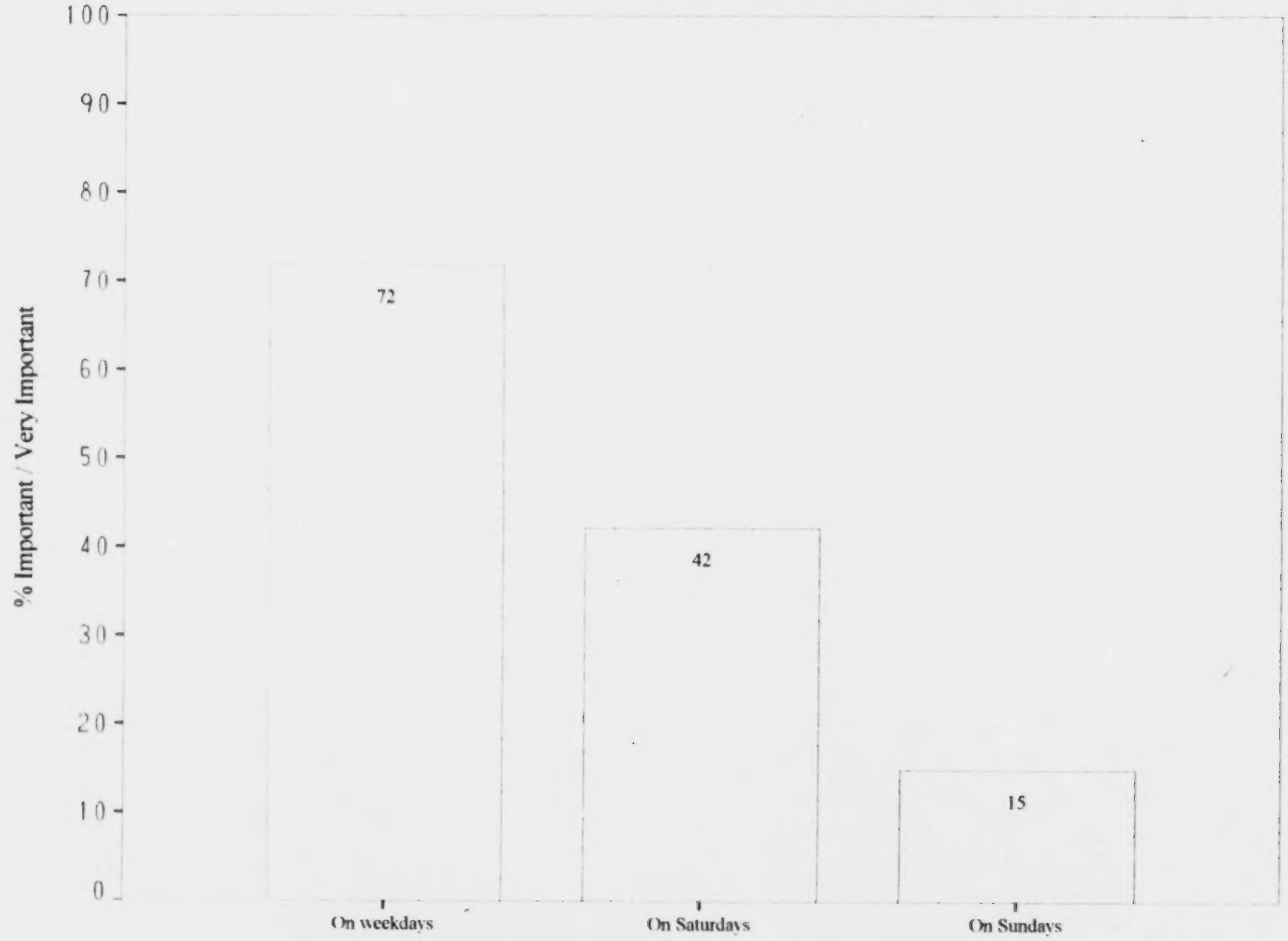
1993/94 PCIC Student Survey (n=551)

Fig. 6: Where do you get information about choosing a career?



1993/94 PCIC Student Survey (n=551)

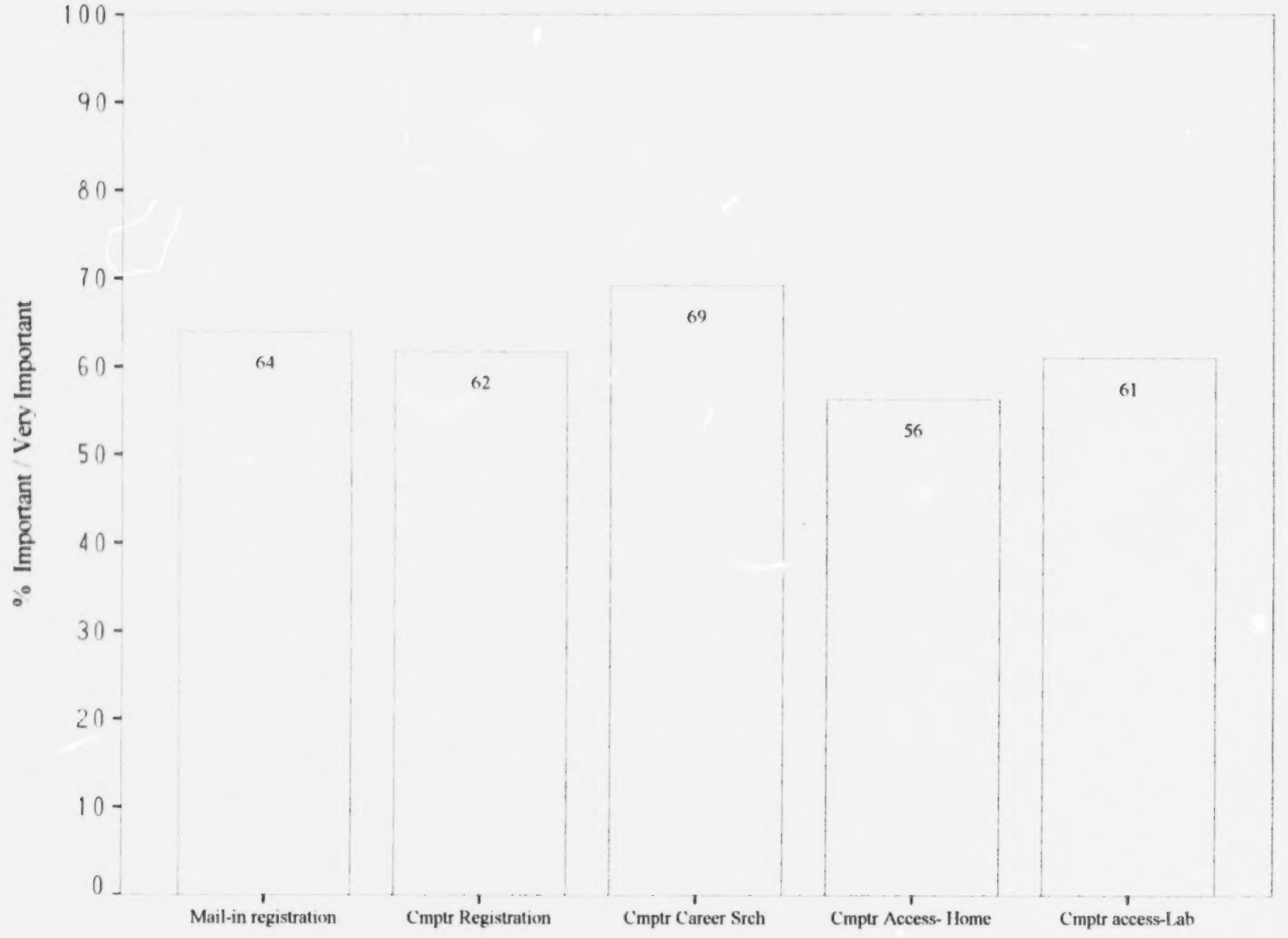
Fig. 7: How important is it to you that the PCIC be open on...



1993/94 PCIC Student Survey (n=551)

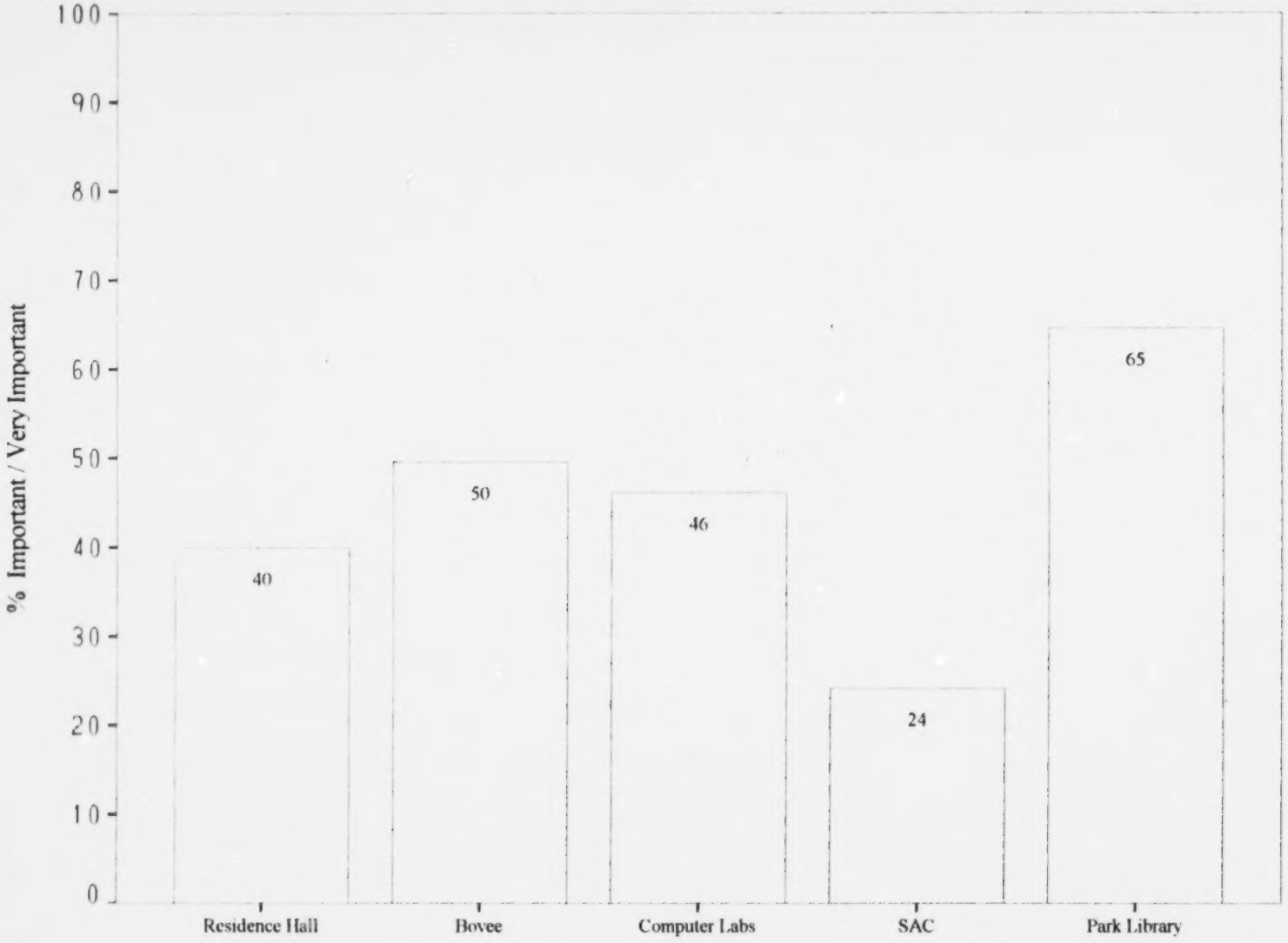
Fig. 8: How important to you is it that the PCIC be open...

Fig. 9: How important to you is it that the PCIC offer...



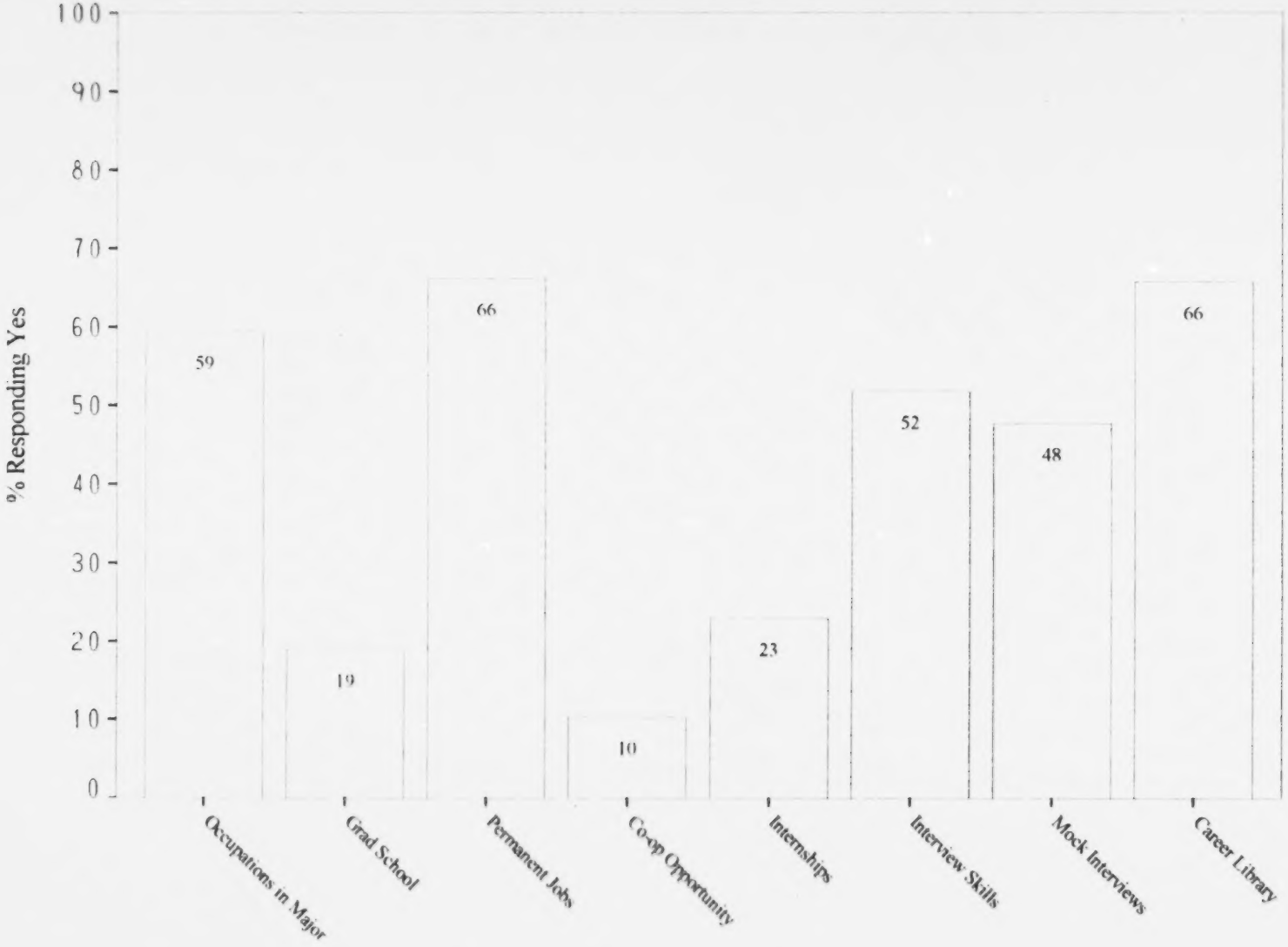
1993/94 PCIC Student Survey (n=551)

Fig. 10: How Important is it to you that PCIC offer Services in...



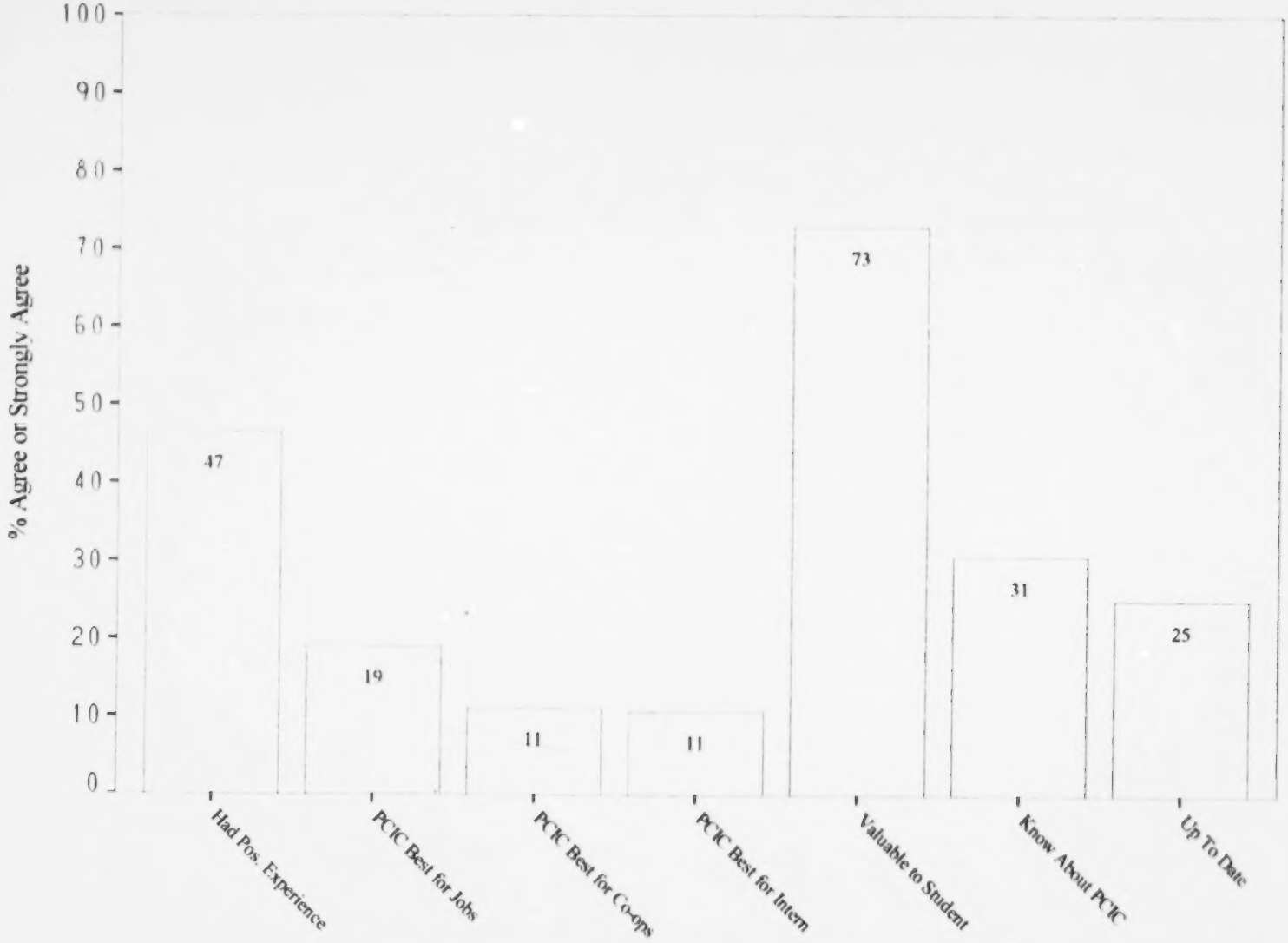
1993/94 PCIC Student Survey (n=551)

Fig. 11: Do you refer students to PCIC for research on...



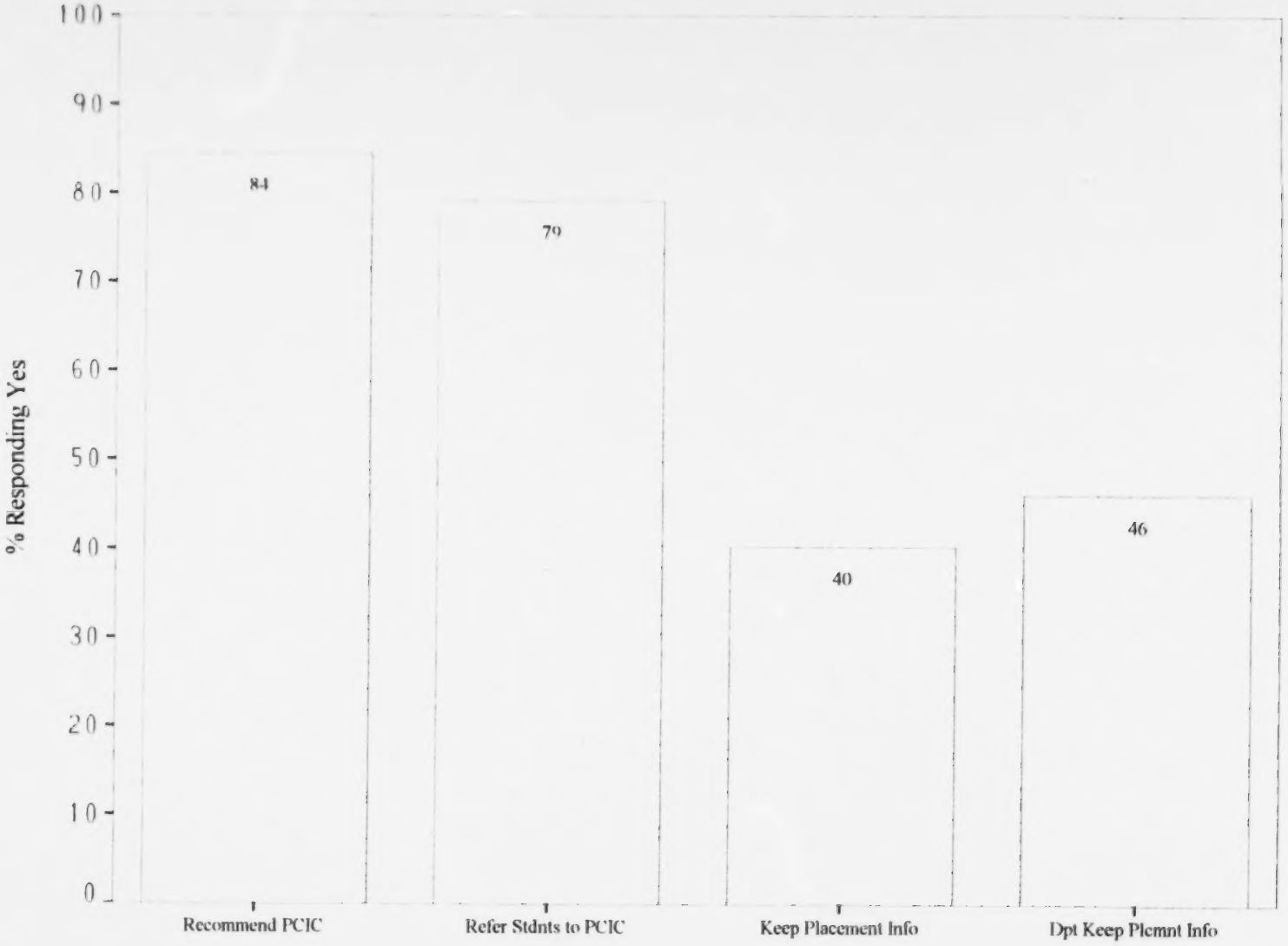
1993/94 PCIC Faculty Survey (n=227)

Fig. 12: Faculty Attitudes Regarding PCIC



1993/94 PCIC Faculty Survey (n=227)

Fig. 13: Faculty Responses to: Do you...



1993/94 PCIC Faculty Survey (n=227)

Appendix A.
Student Survey Questionnaire

CENTRAL MICHIGAN
UNIVERSITY

Placement and Career Information Center
Division of Student Affairs

(517) 774-3068
FAX: (517) 774-6608

November 5, 1993

Dear CMU Student:

The Placement and Career Information Center would like your input regarding the services we provide to students. The attached survey was designed to explore student needs and perceptions concerning the Placement and Career Information Center. The information you provide will help us develop new services and to upgrade existing programs. Your input is very valuable to us. You have the opportunity to help shape what services and information we will provide to CMU students in the future.

To complete the survey, please read each question carefully and then mark your response on the answer sheet. Please be sure to use a number 2 pencil and to fill in the appropriate oval completely. This survey is anonymous and you need not write your name on the answer sheet. When you have finished, please return the answer sheet either in the envelope provided, or to the person you received it from. All surveys need to be returned by **FRIDAY, NOVEMBER 19, 1993.** If you have any questions or comments please feel free to contact Dr. Ross Rapaport at 774-3381.

For taking part in the survey, we would like to provide you with the opportunity to win one of several prizes (e.g. dinner for 2 at Red Lobster, CMU sweat shirts, Pizza's, and more). After completing the survey, simply fill-out and return the entry form to the address indicated. Since the surveys are completely anonymous, the entry form is the only place you should write your name. The drawing will take place and the winners notified before the end of the current semester. To enter the drawing, however, you must complete the attached survey and return it either in the envelope provided, or to the person from whom you received it. The survey and entry form must be returned by **FRIDAY, NOVEMBER 19, 1993.**

Thank you for your time and participation in this matter.

Sincerely,

Julia Barlow Sherlock

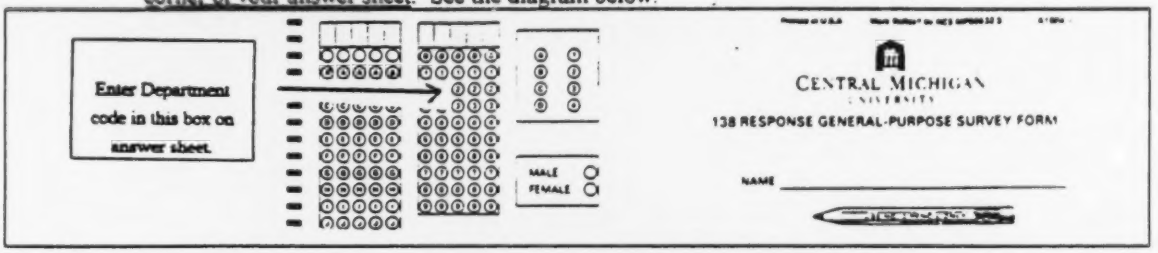
Julia Barlow Sherlock
Director
Placement and Career Information Center

1993 Student Affairs Opinion Survey

The first portion of this survey asks you for some background information. Please indicate the Academic Department which offers your Major field of study. To do this:

1) Find your major Department below.

2) Write the number corresponding to your department in the numbered boxes located in the upper left corner of your answer sheet. See the diagram below.



College of Arts and Sciences

00001 Art
00002 Biology
00003 Broadcast and Cinematic Arts
00004 Chemistry
00005 Computer Science
00006 Economics
00007 English Language and Literature
00008 Foreign Languages Literatures, and Cultures
00009 Geography
00010 Geology
00011 History
00012 Industrial and Engineering Technology
00013 Journalism
00014 Mathematics
00015 Military Science
00016 Music
00017 Philosophy
00018 Physics
00019 Political Science
00020 Religion
00021 Sociology, Anthropology and Social Work
00022 Speech Communication and Dramatic Arts

College of Business Administration

00023 Accounting
00024 Business Law and Regulation
00025 Finance
00026 Management
00027 Marketing and Hospitality Services Administration
00028 Office and Information Systems

College of Education, Health, and Human Services

00029 Communication Disorders
00030 Counseling and Special Education
00031 Educational Administration and Community Leadership
00032 Health Education and Health Science
00033 Human Environmental Studies
00034 Physical Education and Sport
00035 Psychology
00036 Recreation, Parks and Leisure Services Administration
00037 Teacher Education and Professional Development
00038 Other
00039 Undecided

Continue on back

Please fill in the number on your answer sheet which indicates your response to the following questions.

1) What is your gender? 0) MALE 1) FEMALE

2) What is your age?

0) less than 17 years 1) 17-24 2) 25-29 3) 30-34

4) 35-39 5) 40-49 6) Over 49 years old

3) What is your class standing?

0) Freshman 1) Sophomore 2) Junior 3) Senior 4) Graduate Student 5) Alumnus

6) Other

4) What is your ethnic background?

0) Hispanic 1) African American 2) White 3) Asian or Pacific Islander

4) Native American or Alaskan Native

5) Are you an International Student? 0) YES 1) NO

6) What is your relationship status? 0) Married 1) Single 2) Divorced

3) Widowed 4) Living with significant other

7) Where do you currently reside?

0) Off campus, within 25 miles of CMU 1) Off-campus, Greater than 25 Miles from CMU

2) Residence Hall 3) University Housing

8) Do you have access to a computer with which to access CMU's mainframe computer system?

0) YES 1) NO 2) Don't Know

9) Where is this computer located?

0) Do Not have Access 1) Home 2) Residence Hall

3) On-campus computer lab 4) Other 5) Don't Know

10) Do you know where the Placement and Career Information Center is located?

0) YES 1) NO

Continue on next page

The following questions ask you where you have received certain types of information. Please mark your answer sheet:

0= YES 1= NO

Have you received information about choosing a career from . . .

11) Student Orientation?

12) Your Academic Advisor ?

13) An advisor in your Major or Minor field of study?

14) A Professor, other than your advisor?

15) The Admissions Office?

16) The Placement and Career Information Center?

17) The Counseling Center?

18) The Minority Affairs Office?

19) The Multi-cultural center?

20) Residence Hall Staff?

21) Student Organizations?

22) Parents and Family Members?

23) Your Friends?

24) Other Sources?

Have you received information about job opportunities from . . .

25) Student Orientation?

26) Your Academic Advisor ?

27) An advisor in your Major or Minor field of study?

28) A Professor, other than your advisor?

29) The Admissions Office?

30) The Placement and Career Information Center?

31) The Counseling Center?

32) The Minority Affairs Office?

Continue on back

The following questions ask you where you have received certain types of information. Please mark your answer sheet:

0= YES 1= NO

Have you received information about job opportunities from . . .

33) The Multi-cultural center?

34) Residence Hall Staff?

35) Student Organizations?

36) Parents and Family Members?

37) Your Friends?

38) Other Sources?

Have you received information about the Placement and Career Information Center from . . .

39) Student Orientation?

40) Your Academic Advisor ?

41) A Professor, other than your advisor?

42) An advisor in your Major or Minor field of study?

43) The Admissions Office?

44) The Placement and Career Information Center?

45) The Counseling Center?

46) The Minority Affairs Office?

47) The Multi-cultural center?

48) Residence Hall Staff?

49) Student Organizations?

50) Parents and Family Members?

51) Your Friends?

52) CM Life?

53) The Undergraduate or Graduate Bulletin?

54) Brochures / Pamphlets that came in the mail?

Continue on next page

In response to the following questions, please mark your answer sheet:

0= YES 1= NO

Have you received information about the Placement and Career Information Center from . . .

55) Bulletin Boards On-Campus?

56) Other Sources?

Please respond to the following questions by filling in the number on the answering sheet which best describes your answer.

0= Not at all important
1= A little important
2= Undecided or Neutral
3= Important
4= Very Important

How important is it to you that the Placement and Career Information Center be open . . .

57) On weekdays, Monday through Friday?

58) On Saturdays?

59) On Sundays?

How important is it to you that the Placement and Career Information Center be open . . .

60) 7:00am to 8:00am?

61) 8:00am to 12:00pm?

62) 12:00pm to 1:00pm?

63) 1:00pm to 5:00pm?

64) 5:00pm to 7:00pm?

65) 7:00pm to 10:00pm?

Continue on back

Please respond to the following questions by filling in the number on the answering sheet which best describes your answer.

0= Not at all important
1= A little important
2= Undecided or Neutral
3= Important
4= Very Important

How important is it to you that the Placement and Career Information Center provide the following services?

66) Mail-in Placement and Career Information Center registration

67) Computerized Placement and Career Information Center registration

68) Computerized career and interest exploration

69) Computer access to Placement and Career Information from your home/residence hall

70) Computer access to Placement and Career Information from on-campus computer labs

How important is it to you that Placement and Career Information Center services be offered in the following locations in addition to their current location in Foust Hall?

71) Residence Hall

72) Bovee University Center

73) On-campus Computer Labs

74) The Student Activities Center

75) Park Library

Please respond to the following questions by filling in the number on the answering sheet which best describes how familiar you are with the following services.

0= Not at all familiar
1= A little familiar
2= Undecided or Neutral
3= Familiar
4= Very Familiar

How <u>familiar</u> are you with each of the following services offered by Placement and Career Information Services?

76) Career Advising

77) Mock Interviews

Continue on next page

Please respond to the following questions by filling in the number on the answering sheet which best describes how familiar you are with the following services.

0= Not at all familiar
1= A little familiar
2= Undecided or Neutral
3= Familiar
4= Very Familiar

How familiar are you with each of the following services offered by Placement and Career Information Services?

78) Video Taped Workshops

79) Career Resource Center

80) Job Vacancy Bulletin

81) Internship or Co-operative Education placements

82) On-campus interviewing

83) Credential Files

84) Career Workshops

85) Job Seeking Skills workshops

86) Michigan Occupational Information System (MOIS)

87) Federal Occupational Career Information System (FOCIS)

88) Career Directories

89) Employer Information Directories

90) College Catalogs

91) Employment Fairs

92) Employment Referrals

Continue on back

Please respond to the following questions by filling in the number on the answer sheet which best describes your answer.

0= Strongly Disagree
1= Disagree
2= Undecided or Neutral
3= Agree
4= Strongly Agree

93) The Placement and Career Information Center is open at convenient times for me.

94) I would use the Placement and Career Information Center in the evening (5-7pm).

95) I would use the Placement and Career Information Center on Saturdays.

96) I would use the Placement and Career Information Center on Sundays.

97) Students should visit the Placement and Career Information Center when they are Freshman.

98) Students should visit the Placement and Career Information Center when they are Sophomores.

99) Students should visit the Placement and Career Information Center when they are Juniors.

100) Students should visit the Placement and Career Information Center when they are Seniors.

101) I would like more information on Placement and Career Information services.

102) The Placement and Career Information Center is a good place to go for help choosing a career.

103) The Placement and Career Information Center is a good place to learn how to get a job.

104) The Placement and Career Information Center is a good place to go to find a job.

105) The Placement and Career Information Center is a good place to go to find out about Internships.

106) Have you ever used the Placement and Career Information Center at Central Michigan University?

0= YES, Please finish the survey by completing items 107 through 136.

1= NO, Thank-you for taking time to provide us with this information. Please turn to the last page of this survey for your chance to win a prize.

107) What was your class standing when you first used Placement and Career Information Center services?

0) Freshman 1) Sophomore 2) Junior 3) Senior

4) Graduate Student 5) Alumnus 6) Other

Continue on next page

Please respond to the following questions by filling in the number on the answer sheet which best describes your answer.

0= Not at all helpful
1= A little helpful
2= Undecided or Neutral
3= Helpful
4= Very Helpful
5= Have not used this service

How helpful has each of the following Placement and Career Information services been to you?

108) Career Advising

109) Mock interviews

110) Video Taped Workshops

111) Career resource center

112) Job Vacancy Bulletin

113) Internship or Co-operative Education placements

114) On-campus interviewing

115) Credential Files

116) Career Workshops

117) Job Seeking Skills workshops

118) Michigan Occupational Information System (MOIS)

119) Federal Occupational Career Information System (FOCIS)

120) Career Directories

121) Employer Information Directories

122) College Catalogs

123) Employment Fairs

124) Employment Referrals

Continue on back

Please respond to the following questions by filling in the number on the answer sheet which best describes your answer.

0= Strongly Disagree
1= Disagree
2= Undecided or Neutral
3= Agree
4= Strongly Agree
5= Don't know or Have not used this service

125) In general, I am satisfied with the service I received at Placement and Career Information.

126) I felt welcomed by the Placement and Career Information reception staff.

127) The reception/office staff were courteous.

128) I found the reception / waiting area comfortable.

129) My needs were met in a timely manner (appointment times were available, etc.).

130) The advisors at Placement and Career Information were helpful.

131) Procedures for on-campus interview registration were clear.

132) The interviewing rooms were the appropriate size.

133) The interviewing rooms were appropriately furnished.

134) The interviewing rooms were appropriately lit.

135) The Placement and Career Information Center has helped me to explore my career interests.

136) The Placement and Career Information Center has helped me locate job opportunities.

137) I would recommend the Placement and Career Information Center to a friend.

tear here

Thank-you for completing this survey. You may now register for the chance to win one of several prizes (Dinner for two, Sweatshirts, Pizza's, and more!). Just fill-in, detach and return the following section either with your survey, or separately to:

Placement and Career Information Survey
Foust Room 102, CMU
Mt. Pleasant, MI 48859

Name: _____ Daytime Phone: _____

Address: _____

Dear Residence Hall Staff Member:

The Placement and Career Information Center is currently conducting a survey to examine student needs and perceptions regarding their services. The information provided by these surveys will help us develop new services and upgrade existing programs. Your help conducting this survey is greatly appreciated. We are asking you to do three things:

1) Select 3 students from your floor at random to complete the survey. (You may complete one yourself)
2) Give the students the survey and ask them to complete it.
3) Collect the surveys and return them in the enclosed envelope to Rosemary DiNello at Wheeler Residence Hall no later than Friday, November 19, 1993.

Please call Rosemary DiNello at 774-3095 or Tina Elacqua at 774-5960 if you have any questions. Thank you for your support.

Dear Minority Assistant:

The Placement and Career Information Center is currently conducting a survey to examine student needs and perceptions regarding their services. The information provided by these surveys will help us develop new services and upgrade existing programs. Minority student input is very important to this project. Your help conducting this survey is greatly appreciated. We are asking you to do three things:

1) Select 11 minority students from your Residence Hall at random to complete the survey. (You may complete one yourself)
2) Give the students the survey and ask them to complete it.
3) Collect the surveys and return them in the enclosed envelope to Rosemary DiNello at Wheeler Residence Hall no later than Friday, November 19, 1993.

Please call Rosemary DiNello at 774-3095 or Tina Elacqua at 774-5960 if you have any questions. Thank you for your support.

Appendix B.
Student User Survey Questionnaire

Dear Student:

As part of our continuing efforts to improve our services, we invite you to let us know what you think of the service you have used. When you have completed this questionnaire, please return it to the box located at the reception desk.

Thank-you,
The Placement and Career Information Staff

Instructions: Please circle the answer which best describes your response.

1) The Placement and Career Center staff was courteous.

Strongly Agree Agree Neutral Disagree Strongly Disagree Didn't Use

2) I felt welcomed by the reception/office staff.

Strongly Agree Agree Neutral Disagree Strongly Disagree Didn't Use

3) The waiting area was comfortable.

Strongly Agree Agree Neutral Disagree Strongly Disagree Didn't Use

4) My meeting/interview occurred at the scheduled time.

Strongly Agree Agree Neutral Disagree Strongly Disagree Didn't Use

The following questions ask you about the service(s) you have used today. Please indicate whether you used the service and how helpful it was to you.

1) Did you use the Video Taped Workshops? YES NO

How helpful was this service?

Very Helpful Helpful Undecided A Little Helpful Not at all Helpful

2) Did you use the Career Resource Center? YES NO

How helpful was this service?

Very Helpful Helpful Undecided A Little Helpful Not at all Helpful

3) Did you use the Job Vacancy Bulletin? YES NO

How helpful was this service?

Very Helpful Helpful Undecided A Little Helpful Not at all Helpful

4) Did you use the Internship or Co-operative Education placement service? YES NO

Continue on back

How helpful was this service?

Very Helpful Helpful Undecided A Little Helpful Not at all Helpful

5) Did you have an on-campus interview? YES NO

How helpful was this service?

Very Helpful Helpful Undecided A Little Helpful Not at all Helpful

6) Did you use the Credential Files? YES NO

How helpful was this service?

Very Helpful Helpful Undecided A Little Helpful Not at all Helpful

7) Did you use the Career Workshops? YES NO

How helpful was this service?

Very Helpful Helpful Undecided A Little Helpful Not at all Helpful

8) Did you use the Job Seeking Skills workshops? YES NO

How helpful was this service?

Very Helpful Helpful Undecided A Little Helpful Not at all Helpful

9) Did you use the Michigan Occupational Information System (MOIS)? YES NO

How helpful was this service?

Very Helpful Helpful Undecided A Little Helpful Not at all Helpful

10) Did you use the Federal Occupational Career Information System (FOCIS)? YES NO

How helpful was this service?

Very Helpful Helpful Undecided A Little Helpful Not at all Helpful

11) Did you use the Career Directories? YES NO

How helpful was this service?

Very Helpful Helpful Undecided A Little Helpful Not at all Helpful

Continue on next page

12) Did you use the Employer Information Directories? YES NO

How helpful was this service?

Very Helpful Helpful Undecided A Little Helpful Not at all Helpful

13) Did you use the College Catalogs? YES NO

How helpful was this service?

Very Helpful Helpful Undecided A Little Helpful Not at all Helpful

14) Did you attend an Employment Fair today? YES NO

How helpful was this service?

Very Helpful Helpful Undecided A Little Helpful Not at all Helpful

15) Did you use the Employment Referrals service? YES NO

How helpful was this service?

Very Helpful Helpful Undecided A Little Helpful Not at all Helpful

If you took part in an interview today, please answer questions 16 through 18 below.

16) The interview rooms were appropriately lit?

Strongly Agree Agree Neutral Disagree Strongly Disagree

17) The interview rooms were appropriately furnished?

Strongly Agree Agree Neutral Disagree Strongly Disagree

18) The interview rooms were the appropriate size?

Strongly Agree Agree Neutral Disagree Strongly Disagree

Please share your comments or suggestions on how we can improve our service to employers and students in the space below. (Continue on back if necessary.)

_____

_____

_____

Thank-you very much for taking time to complete and return this survey.

Please return this questionnaire to the box located at the reception desk.

Appendix C.
Student Focus Group Questions

Focus Group Outline

I. General Introduction

II. How do you find-out about the Placement and Career Information Center?

III. Have you ever used the Placement and Career Information Center?

IV. If I were a new student, what would you tell me about the Placement and Career Information Center?

V. What services would you like to see added?

VI. What barriers are there to your use of the Placement and Career Information Center?

Appendix D.
Faculty Survey Questionnaire

CENTRAL MICHIGAN
UNIVERSITY

Placement and Career Information Center
Division of Student Affairs

(517) 774-3068
FAX: (517) 774-6608

November 5, 1993

Dear Faculty,

The Placement and Career Information Center (PCIC) is currently collecting information from faculty, students and employers to examine and improve the services of the PCIC. Please help us in this process by completing the attached questionnaire. All responses are anonymous.

The survey should take approximately five to ten minutes to complete. Please use a number two lead pencil and fill in the corresponding ovals on the op-scan sheet. Return the survey through inter-campus mail in the attached pre-addressed envelope to Placement and Career Information Survey, Foust 102 by November 19. Again, we appreciate your time and feedback in assisting us in our efforts towards improvement.

If you have any questions, please don't hesitate to call Ross Rapaport at 3381 who is coordinating the survey.

Sincerely,

Julia Barlow Sherlock

Julia Barlow Sherlock
Director
Placement and Career Information Center

MOUNT PLEASANT, MICHIGAN 48859

1993 Faculty Survey

The following questions concern whether or not you have referred students to the Placement and Career Information Center (PCIC). Please mark your answer sheet:

0 = YES 1 = NO

Have you referred students to the Placement and Career Information Center (PCIC) to...

1) conduct research for occupations in their field of study?

2) conduct research for graduate school?

3) conduct research on permanent jobs?

4) conduct research on co-op opportunities?

5) conduct research on internship opportunities?

6) conduct research on job interviewing skills?

7) participate in a mock interview?

8) use resources in the career library?

In response to the following questions, please mark your answer sheet:

0 = Strongly Disagree
1 = Disagree
2 = Undecided or Neutral
3 = Agree
4 = Strongly Agree

9) I have had a positive experience with PCIC.

10) I believe PCIC are the best people to make permanent job contacts for students in my field.

11) I believe PCIC are the best people to make co-op opportunity contacts for students in my field.

12) I believe PCIC are the best people to make internship contacts for students in my field.

13) I think PCIC is a valuable service for students.

14) I feel confident about my knowledge of the services PCIC offers to students.

15) The career library contains up to date information.

Continue on back

In response to the following questions, please mark your answer sheet:

0 = YES 1 = NO

16) Do you recommend that students use PCIC?

17) Do you refer your students to PCIC?

18) Do you personally maintain your own placement information?

19) Does your department maintain its own placement information?

Please fill in the number on your answer sheet which indicates your response to the following questions:

20) What is your sex? 0) male 1) female

21) What is your ethnic background?
0) Hispanic 1) Black 2) White 3) Asian or Pacific Islander
4) Native American/Alaska Native 5) Other

22) What is your rank?
0) instructor 1) assistant professor
2) associate professor 3) professor

23) How long have you been employed by CMU?

0) less than a year 2) 1 to 3 years 3) 4 to 6 years 4) 7 to 10 years
5) 11 to 15 years 6) 16 to 20 years 7) 21 to 25 years 8) 26 to 30 years
9) 31 years and over

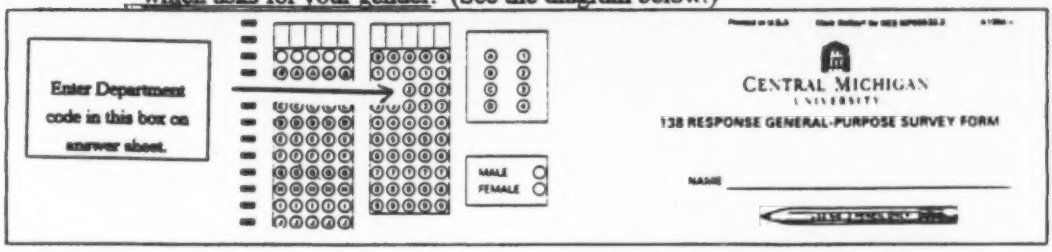
24) Do you have tenure? 0) yes 1) no 2) does not apply

25) Are you a temporary employee? 0) yes 1) no

Continue on next page

Please indicate your Academic Department. To do this:

1) Find your Academic Department below.
2) Write the number corresponding to your department in the numbered boxes located in the upper left corner of your answer sheet immediately to the left of the box which asks for your gender. (See the diagram below.)



College of Arts and Sciences

00001 Art
00002 Biology
00003 Broadcast and Cinematic Arts
00004 Chemistry
00005 Computer Science
00006 Economics
00007 English Language and Literature
00008 Foreign Languages Literatures, and Cultures
00009 Geography
00010 Geology
00011 History
00012 Industrial and Engineering Technology
00013 Journalism
00014 Mathematics
00015 Military Science
00016 Music
00017 Philosophy
00018 Physics
00019 Political Science
00020 Religion
00021 Sociology, Anthropology and Social Work
00022 Speech Communication and Dramatic Arts

College of Business Administration

00023 Accounting
00024 Business Law and Regulation
00025 Finance
00026 Management
00027 Marketing and Hospitality Services Administration
00028 Office and Information Systems

College of Education, Health, and Human Services

00029 Communication Disorders
00030 Counseling and Special Education
00031 Educational Administration and Community Leadership
00032 Health Education and Health Science
00033 Human Environmental Studies
00034 Physical Education and Sport
00035 Psychology
00036 Recreation, Parks and Leisure Services Administration
00037 Teacher Education and Professional Development
00038 Other

Continue on back

Do you have any comments or suggestions for PCIC to improve its services to students and/or faculty?

THANK YOU FOR COMPLETING AND RETURNING THIS QUESTIONNAIRE

FACULTY COMMENTS AND SUGGESTIONS
SURVEY RESULTS
FALL 1993

Do you have any comments or suggestions for PCIC to improve its services to students and/or faculty?

Set up more contacts for MBA Graduates

Placement data seems inaccurate for teacher education; I see many students needing career counseling. Many need to use something like the MOIS or the Strong-Campbell. The MOIS is easy to access, but the Strong-Campbell could be easier to access, I think. I wonder whether it would be a good idea to run some general sessions regarding these resources.

Career View Mirror is excellent. I would like more information about services available and how students can access these services - i.e. career planning and exploration, career library.

I would like to have any information on placement of our students since we do not currently have that information in our department.

The placement center needs to be open evenings for students conducting research for class assignments, mock interviews and background info on companies they are interested in interviewing with. Students often speak about the limited hours as being problematic!

I think an in service to teach the faculty what your offer would be valuable. I had once bad experience - I sent one of my students over to placement office and she was turned away and told not to come back until her senior year. I don't think we should ever turn the students away. With the state of affairs in today's job market, I think the placement center needs to step up its help for the student graduates.

In sections 1 & 2 you should have had a category for replies called something like "does not apply". I left those statements bland. Anytime I have used your services, I have found the personnel to be most cooperative and pleasant to me and my students. This is my opportunity to say "thank you". Special thanks to Nicki Acker, Pat Coakley and Vivian Como.

More assistance needed for student something against other applicants. Assistance in documentation such as "credentials". Let us be one of the few who wants to help graduates compete with appropriate info from CMU i.e., transcripts (unofficial)

references, autobiography, data on CMU and respective department or college graduating from.

Perhaps give both faculty and students more information on what services are available at PCIC.

For pre-service education students, the availability of a portfolio service was a great help. It was also very helpful for faculty to be able to send standard letters of recommendations to the service to be kept on file.

Please come to a department meeting and inform us of what is available from PCIC.

PCIC seems to have taken on a somewhat lower profile in the last few years - at least that is my perception. Does not seem to be as much interaction with departments.

Have meetings with instructors to indicate what curricula will enhance employability. Do more research on what employers are looking for at CMU - not nationally. Get rid of the newsletter with "hookey" quotes and "advice" by so-called experts - it misleads all of us. Rely on the wall Street Journal or HRM periodicals for info - not educators turned placement "experts!"

Possible send weekly/monthly update of job opportunities in departments filed to departmental office for posting where majors might see it more readily.

Ideas: Collaborate with counseling center & academic advising for a comprehensive career guidance program. Get Discover or SIGI or another career guidance computer package. Possible with the idea of purchasing the type that you get to have satellites with so that a mini program could be installed on the computers in the lab and in the residence hall. Provide students with handouts on career exploration similar to the handouts that you presently have about resumes, job hunting etc. I wrote a grant proposal for just that purpose last summer but was turned down. I have a lot of materials from other schools and could and would help someone compile a series that students could use. It would be a cheap (cost of copies only), helpful start. I haven't done it myself yet because of lack of time and financial support. We need a budget to keep updating the materials and adding to the occupational files so a grant sees the only way or corporate sponsorship or even a designated student worker would help. Provide an organized check out system for some of the materials and books even if it is for a 3 hour time period or overnight only. I think you all do a good job of providing some specific services but I also think that is sometime hampered by lack of prolixity. For example resume writing workshops are good and available just not enough. Students take advantage of them work with CM life or media relations or something. What about a contest for resumes? Evening hours once a week (not later than 8) but with lots of publicity including communicating with professors to give assignments and extra credit, etc. (not just the career class). I understand the difficulty that you (PCIC) have in focusing on the career aspect because it isn't or hasn't been a priority. Like the counseling center and Academic advising, it is a secondary

function and there is little time or money devoted to it. This university really needs to make a commitment to career services for students and the two directors should get with the Provost, the Vice Presidents and put into action or at least place a higher priority on career services for our students. I would be willing to help as I have a keen interest in this area.

Yes make or enable to university to use answer sheets like you have for this survey? Its really neat, with 10 possible answers. I would love to give questions where there were 10 possible answers.

I refer students to you often but I do not follow up or hear back about their experience Deal with gender issues in the workplace, especially sexual harassment.

I am not really familiar with PCIC's services or how well it performs.

I suggest you purchase: Guide to Careers in World Affairs: Third Edition 1993 by the Editors of the Foreign Policy Association Impact Publications, Manassas Park, Va, reasonable priced. also Graduate faculty and programs in Political Science 1992 - 1994 - Revised 14 edition. American Political Science Association 1527 New Hampshire Avenue, NW, Washington, D.C. 20036 (202) 483 - 2657, Excellent for students considering what is necessary for graduate school admissions.

Material on what PCIC does.

I have a suggestion regarding the survey itself. Items 10-12 require a judgment on "best" people. "Best" is a relative, comparative term and there is nothing in the survey to which these people can be compared. The "best" people compared to whom? Those at the university? Those people in other departments? Are these the best people of all university people, or of all community or government people I found the questions ambiguous, and so chose a #2 response. As to suggestions for improvement, I am unaware of many services PCIC offers, but from what I've seen, it is a well-organized and valuable department. Have you tried the "free gift" tactic of giving students a certificate at registration / or wherever? redeemable at your office for a guided tour, souvenir pencil, campus map, or employment handbook? MSU does this with it's bookstore, and I always go, even for a token gift.

We need an interactive career info system like SIGI. or Discover.

Be aggressive in attracting recruiters to CMU.

Information please!
Interact with faculty to let them know what the full spectrum of services you have to offer.

Yes - the Journalism department and CM Life play a major role in placing news - editorial students i newspaper jobs. Editors usually write us about openings and we try to fill them with our students. Since we are all very busy, we don't really have time to interact with PCIC. But I do think coordinations on job placement would be helpful to both the department and its students and PCIC. To accomplish this, PCIC will simply have to liaison with us. We don't have the time or resources to get up a system of coordination.

Accounting students with GPA's of 3 - 3.5 appear to have difficulty obtaining interviews. Better students were either prescreened or allowed first choice and had many interviews leaving little opportunity for the lower but good GPA students.

Although I am not certain, I believe the services provided by PCIC may have lessened some due to funding cuts..... A bit mistake, in my opinion, which may have caused some, especially graduating seniors to rely less and less on PCIC.

From my responses to some of the questions it is clear to me additional information/education about services provided is needed.
I elected not to provide information about ethnic background as its relevance to this survey is not evident.

I have been quite happy with the service offered through the PCIC.

More visibility - I'd like a handout I could give advisees with a listing and short description of services, hours, best time of year to begin a job search, how to make an appointment, what to bring, etc.

I would appreciate a short listing of services and resources available at PCIC, including whether evaluations of students are sent out by PCIC, and if so, for how long they are kept on file. There seems to have been a drastic change recently in this last service.

Resume & interviewing, dressing overly geared to business students. No evidence of year-to-year company follow-up. Companies who want to interview "fall" only graduating seniors will often take spring grads if interview schedule isn't filled. These companies should be notified of interview openings.

Inservice scheduled for new faculty.

Have interviewers ever come to interview biology students? Other than co-ops such as DOW, I don't remember ever reading or hearing about students having this opportunity. Most interviewers seem to be from organizations looking for business people and accountants. Do you solicit companies that may be looking for biologists? My impression for sciences in general is that PCIC is nearly useless as a source for interviews for permanent jobs.

Items 10-11-12 are self serving your focus needs to be on students!

I know of no situation where this office has helped a person find employment. Now that Student credentials are not kept or sent to employers, I don't know what, if anything they do to assist students in securing employment.

Our department has a number of varied majors and minors. PCIC staff should become more familiar with types of jobs available for these majors and minors so more recruiting possibilities would be available to students.

Please bring back confidential letters of recommendation. I do not like giving letters directly to students. Do you have a directory or index of occupations for which you have information? To my knowledge, students in apparel design get little assistance in job placement from the placement center.

I believe an "open house" in which you have the opportunity to explain your services and resources to us would be useful.

I believe at times PCIC personnel have presented their opinions/preferences rather than serve as a resource person.

Confirmed communication with various departments to maximize resources without duplication.

Re-instate the credentials files. Get on the road and visit more companies. Get as much material on federal and state hiring as you can - including testing requirements, application forms and contact points. Get feedback from graduating students as to your effectiveness as a unit. Interconnect with other placement services at other universities.

I was very distressed when the office discontinued the reference files for students. Having them compile their own references without university cover sheets etc., places them at a disadvantage on the labor market. Those of us who keep letters of reference on disk are OK but I imagine some offices on campus are less likely to fulfill student requests that are made time after time. What are the chances of starting this service again (obviously at a charge for the credentials).

Try to maintain records of the students on file. Charge them $10.00 or even $20.00 per year. This will facilitate the recruitment process. It will be helpful to students.

We need to work more closely - but PCIC needs to do a more aggressive job of getting more companies to recruit at CMU, most of our students are finding their own positions away from CMU.

Periodically ask us to update material in the career library.

Be sure to get latest CMU and National Salary and number by major figures to departments as soon as possible. I read from and or summarize info from the Career View Mirror to my 200 level classes. Good material! Keep it coming.

None yet, as I have no real knowledge or experience to base anything upon.

PCIC needs to reinstate the portfolio concept where all information about the student is gathered. Discontinuing this service as a budget saving measure was a disservice to students.

Ms Sherlock - I have not completed questionnaire because what I know is not applicable. I have suggested to several students that they needed to visit PCIC to ascertain careers that would be alternatives to teaching - These would be careers that could put their undergraduate teacher education to use. They indicated that their visit had not be helpful. Unfortunately, I did not ask with whom they had spoken nor what they had done in terms of looking. I am therefore unable to be helpful in suggesting changes that could be made. I do appreciate your endeavor to serve your clients well as can be attested to by this questionnaire.

I have never felt there were adequate services for our students. The contacts with people have been positive, however not enough contacts have ever been made and energy put into the industrial area.

Promote year long interaction with faculty to build an on-going relationship. At present the annual review of department data is too infrequent "to get to know one another". One reason our department sees little interest in participating in PCIC is the lack of on-campus interviews. Hence, there is a general perception that PCIC cannot help match our majors with employers, except for teaching positions.

I only recommend that students put credentials on file. This allows them to direct possible employers here to obtain letters of recommendation., etc.

I suggest that every student club/organization be contacted to arrange a 45-60 minute presentation about PCIC. I suggest every department be contacted to arrange a 3-=45 minute presentation.

Career view Mirror should be made available to all students on a systematic basis. (perhaps by distributing quantities to each academic department). Mock interviews are great - perhaps interviews could get career specific questions to ask the interviewees.

Yes, I have five: Begin working with school boards again on administrative placement. Be less pessimistic. All administrative positions do not require the same background. Be less agist. Candidates over 45 should have our support also. At least, the reason they are not being supported should not be age (or gender, or race, etc.) Redesign materials for older students. Older students may have much more professional experience and other

qualifications than rookies do. Develop better contacts with non-school non-profit sector of economy.

I would mainly suggest increasing your advertising/marketing. Many students and faculty are not aware of your existence let alone your services.

Expand it's usefulness to graduate students. With forced choices, accurate answers to all questions could not be given. Responses given are not anonymous. The information requested allows individual respondents (at least faculty) to be identified.

Need brochure telling us about services, resources available, etc. I teach resume, application letter, interviewing. I'd love to know more about the department that can put into practice what I teach about.

PCIC could contact departments - not only to explain and describe the services they offer, but to inquire about specific ways they can help students and the department.

My present position is working mainly with sophomores and juniors. I do not teach classes which this issue (employment) is discussed. I believe the PCIC is an excellent student service. Even though I do not use or recommend this service - I certainly would like to know your available services. I do receive, read and occasionally use your publication "Career Mirror"!

Do not use the acronym PCIC it's cute I guess but of my 50 or so students in three classes, none knew what it meant. Reinstitute the policy of keeping letters of recommendation for students many of my colleagues have stopped writing them for students under certain conditions - we must do this for our graduates.

I have had no direct experience with PCIC (except perhaps I look over the mailings called "mirror" or something like that). I do tell students that there are career counselling services available, they always say "I know" and do not pursue it with me. I am certainly willing to take a more active role in directing students to PCIC...if it would help them. Perhaps I already have materials about PCIC; if so, they are lost in the tidal wave of bureaucratic paperwork that the administration sends my way. Perhaps a packet (another?) should be sent to faculty to elicit more interaction...if so, please make sure there is a executive summary, and not only lots of detailed information. - Good Luck!

Develop contacts specifically for graduates of social sciences and humanities - promote their skills in the modern world to employers.

Appendix E.
Employer Questionnaire

Dear Employer,

As part of our continuing efforts to provide quality service to employers and students we invite you to let us know what you think of our services. We appreciate your taking a few minutes out of your schedule to provide us with feedback regarding our staff, facilities, and students. When you have completed this questionnaire, please place it in the box located at the reception desk.

Thank-you,
Placement and Career Information Staff

Please circle the answer which best indicates your response.

1)	Was our staff courteous?	YES	NO
2)	Were appointment times scheduled appropriately?	YES	NO
3)	Were the interview rooms appropriately furnished?	YES	NO
4)	Were the interview rooms the appropriate size?	YES	NO
5)	Were the interview rooms appropriately lit?	YES	NO

Please rate the following areas:

1)	Our reception staff	Excellent	Good	Average	Poor
2)	Our professional Staff	Excellent	Good	Average	Poor
3)	Our waiting area	Excellent	Good	Average	Poor
4)	Our Interview rooms	Excellent	Good	Average	Poor
5)	Our Students' Qualifications	Excellent	Good	Average	Poor

Please share your comments or suggestions on how we can improve our services to employers and students in the space below.

Thank-you very much for taking time to complete and return this survey.

Please put your completed survey in the box located at the reception desk.

Appendix F.
Student Questionnaire Respondent Data